

THE ASPER INSTITUTE FOR NEW MEDIA DIPLOMACY AT THE SAMMY OFER SCHOOL OF COMMUNICATIONS



In the name of: The Asper Family
 Dean, Dr. Noam Lemelshtrich Latar
 Chair of the Asper Institute



Asper Institute
 for New Media Diplomacy

➔ The Asper Institute for New Media Diplomacy is kick-starting this new academic year with two unique projects: NoCamels and the IDC International Radio.

NoCamels.com, founded two years ago by Dr. **Noam Lemelshtrich Latar**, dean of the Sammy Ofer School of Communications, and international journalist **Anouk Lorie**, has emerged as the world's leading news website on Israeli innovation.

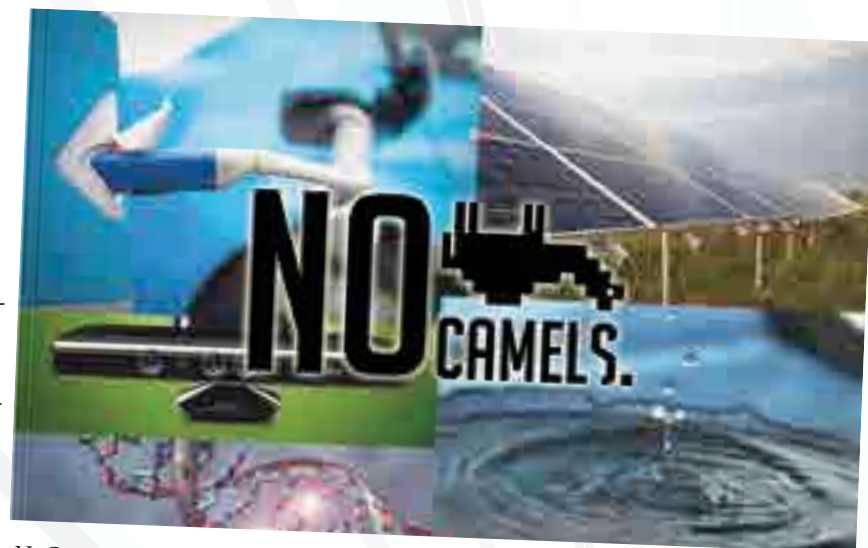
Each year, 15 of IDC's brightest students are selected to join NoCamels as journalists. They are trained by professional journalists and travel around the country to interview Israel's foremost innovators.

The website showcases innovative Israeli solutions to global problems in the fields of technology, health and the environment.

NoCamels' articles are re-published on sites around the world, including theNextWeb, the Jerusalem Post, Forbes, Atlantic Magazine, ENN and other leading publications. In addition, El Al now features a special section for NoCamels in the airline's monthly inflight magazine, Atmosphere.

This year the Asper Institute is also launching a new international radio channel. The channel will be distributed online to Jewish communities around the world and serve as an important bridge between Jews in Israel and abroad.

The online radio channel will deal with issues including Zionism, aliyah, Israeli culture and current affairs, and will be broadcast in different

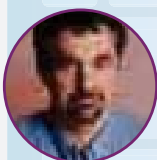


NoCamels – Israeli Innovation News.

languages. Going forward, the radio channel will partner with Jewish and college radio stations around the world to reach the broadest audience.

For more information on the Asper Institute and its many projects, visit our website or contact Asper Institute Director Anouk Lorie at lanouk@idc.ac.il.

THE RESEARCH CENTER FOR INTERNET PSYCHOLOGY (CIP) AT THE SAMMY OFER SCHOOL OF COMMUNICATIONS



Dr. Yair Amichai-Hamburger



Sammy Ofer School
 of Communications

CIP
 The Research Center for
 Internet Psychology

Digital Empowerment: Old Concepts - New Meaning

➔ This was a particularly exciting academic conference organized in the summer by the Research Center for Internet Psychology. The conference considered the whole question of how digital technology is being harnessed to empower people with different needs and how this important and expanding field can be further developed in the future. Lectures were given by leading scholars of the field. The speakers considered how old concepts such as friendship, personality, identity and privacy have taken on new meanings in our digital age.

The Social Net – A successful book- now awaiting a revised edition, out shortly.

➔ In 2005, **Yair Amichai-Hamburger** edited *The Social Net*, a book that considered the major aspects of how people interact using the Internet. The book, published by Oxford University Press, proved an outstanding success and has become the standard text book at universities throughout the world. In fact Yair and the book are credited with predicting the development of social networks. As anyone who has followed this field will know, since the publication of the book, huge changes have taken place in the way we communicate over the Net and hence Ox-

ford University Press commissioned Yair to put together and edit a revised edition. This second edition, due out shortly, contains 70% new material (!) and contains contributions from an A team of scholars from all over the world, including leading academics from the USA, the UK and Hong Kong and of course from here in Israel. The book demonstrates the force of the Internet revolution and its impact on every aspect of our lives.